

RJR Account Analysis  
For RJR Internal Use Only

Home Liquors

Chain ID: 1932-00-00

# of Stores: 11

4th Qtr 95

Action Plan:

Work Winston Co-marketing program: \$3.00 off per carton, .30 off per pack. Work all available VAP promotions.  
Sell new Partners contract.

Results:

\$3.00 off and .30 off Winston (all styles) worked.  
Sold new Partners contract.

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1st Qtr 96

Action Plan:

Implement a different Accrual program that will significantly increase our business.  
Maintain our current presence.

Results:

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2nd Qtr 96

Action Plan:

Results:

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3rd Qtr 96

Action Plan:

Results:

51847 5105